

## CLAIMS

1. A method, comprising:  
receiving video content to be protected from redistribution; and  
including a personal identifier in the video content, wherein the personal identifier identifies a user of the video content and wherein the personal identifier is visible when the video content is displayed.
2. The method as recited in claim 1, wherein the video content includes multiple programs.
3. The method as recited in claim 2, further comprising receiving metadata to distinguish between at least one of the multiple programs to receive the personal identifier and some of the multiple programs to remain without a personal identifier.
4. The method as recited in claim 3, wherein the metadata is electronic program guide information.
5. The method as recited in claim 1, wherein receiving video content includes receiving one of digital or analog video content.
6. A method, comprising:  
receiving video content in a client device;  
adding a personal identifier to the video content, wherein the personal identifier signifies personal identity information of an owner of the client device.

1           7.     The method as recited in claim 6, further comprising including the  
2 personal identifier in the video content when the client device outputs the video content.

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4           8.     The method as recited in claim 7, wherein the client device outputs the  
5 video content by displaying the video content.

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7           9.     The method as recited in claim 6, wherein the client device is one of a  
8 television, a television set-top box, a personal computer, a personal digital assistant, a  
9 digital versatile disk player, or a personal video recorder.

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11          10.    The method as recited in claim 6, wherein the video content is one of  
12 analog video content or digital video content.

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14          11.    The method as recited in claim 6, wherein the video content includes  
15 multiple programs.

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17          12.    The method as recited in claim 11, further comprising receiving metadata  
18 about the multiple programs.

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20          13.    The method as recited in claim 12, wherein the metadata includes a  
21 security level for each of at least some of the multiple programs.

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23          14.    The method as recited in claim 13, wherein the amount of the personal  
24 identity information added to a program is proportional to the security level of the  
25 program.

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2 15. The method as recited in claim 13, wherein the displayed size of personal  
3 identity information added to a program is proportional to the security level of the  
4 program.

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6 16. The method as recited in claim 13, wherein the visibility of a location of  
7 the personal identity information within a displayed image of the program is proportional  
8 to the security level of the program.

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10 17. The method as recited in claim 13, wherein the metadata includes a record  
11 of the user's history of unauthorized redistribution of a video content.

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13 18. The method as recited in claim 17, wherein variance in a display factor is  
14 based on the record, wherein display factors include an amount of the personal identity  
15 information added to a program, a display size of the personal identity information added  
16 to a program, and a visibility of a location of the personal identity information added to a  
17 program.

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19 19. A branding engine for video content, comprising:  
20 a brand generator to produce a brand, wherein a brand includes at least one piece  
21 of personal identity information about a user of the video content;  
22 a branding decision engine, wherein if the video content comprises parts, then to  
23 decide which parts of the video content are to receive a brand; and  
24 an overlay generator to place the brand in the video content.  
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1           20.     The branding engine as recited in claim 19, further comprising a metadata  
2 reader to read metadata about the video content, wherein if metadata relevant to the video  
3 content exist, then the metadata provide security information to the branding decision  
4 engine.

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6           21.     The branding engine as recited in claim 20, wherein the security  
7 information indicates which programs within the video content to brand.

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9           22     The branding engine as recited in claim 20, wherein the security  
10 information includes a security level for a program within the video content, wherein the  
11 security level determines characteristics of the brand to be added to the program.

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13           23.     The branding engine as recited in claim 19, further comprising a brand  
14 selector associated with the brand generator, wherein the brand selector determines one  
15 of: a piece of personal identity information about the user of the video content to use as a  
16 brand, an amount of personal identity information about the user to use as a brand, a  
17 visual size of the brand relative to a display size of the video content, and a display  
18 location for the brand within a displayed image of the video content.

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20           24.     The branding engine as recited in claim 19, further comprising a database  
21 of personal identity information about the user communicatively coupled with the  
22 branding decision engine.

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24           25.     The branding engine as recited in claim 24, further comprising a store of  
25 identifiers associated with the database of personal identity information.

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2 26. The branding engine as recited in claim 25, further comprising a record of  
3 the user's history of unauthorized redistribution of a video content associated with the  
4 database of personal identity information.

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6 27. The branding engine as recited in claim 26, further comprising a  
7 progressive branding module associated with the branding decision engine, wherein the  
8 progressive branding module determines a security level for a branding decision based on  
9 the record of the user's history.

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11 28. The branding engine as recited in claim 26, further comprising a  
12 progressive branding module associated with the branding decision engine, wherein the  
13 progressive branding module determines a security level for a branding decision based on  
14 the metadata.

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16 29. The branding engine as recited in claim 28, wherein the brand selector  
17 uses a security level determined by the progressive branding module to determine one of  
18 a piece of personal identity information about the user of the video content to use as at  
19 least part of a brand, an amount of personal identity information about the user to use as  
20 at least part of a brand, a size of the brand, and a display location for the brand within a  
21 displayed image of the video content.

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23 30. The branding engine as recited in claim 19, wherein the video content is  
24 one of analog video content or digital video content.  
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1           31. One or more computer readable media containing instructions that are  
2 executable by a computer to perform actions comprising:

3           receiving a personal identifier of a video content user; and  
4           associating the personal identifier with a video content received by the video  
5 content user.

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7           32. The one or more computer readable media as recited in claim 31, wherein  
8 the associating the personal identifier with the video content comprises associating  
9 personal identifier information with video content information resulting in an image of  
10 the personal identifier displaying in response to the video content displaying.

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12           33. The one or more computer readable media as recited in claim 32, wherein  
13 the image of the personal identifier overlays the video content when the video content is  
14 displayed.

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16           34. The one or more computer readable media as recited in claim 31, further  
17 comprising outputting the personal identifier as a video signal when the video content is  
18 output as a video signal.

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20           35. The one or more computer readable media as recited in claim 31, wherein  
21 the associating further comprises adding the personal identifier as a video signal to the  
22 video content and outputting the video content and the personal identifier.